

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve

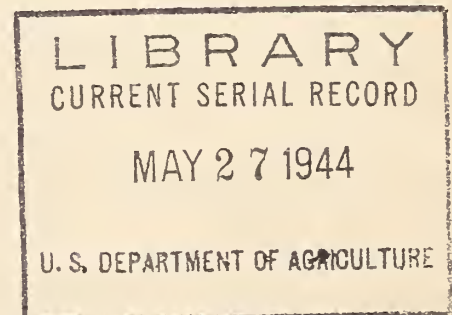
1. 914
A 2 T 34

CAMPAIGNS REPORT NO. 18

August 12, 1943

Price and Rationing Campaign

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
(See Campaigns Report No. 17 for pending materials. New materials listed below.)		
<u>Ration Rules for Rural Families</u> -- instruction leaflet.	OPA-USDA	In clearance
Fact Sheets		
No. 32 - <u>War Ration Book Three for Men and Women in Service.</u>	OPA	Completed
No. 33 - <u>How OPA Retail Ceiling Prices on Food are Set.</u>		
No. 34 - <u>Retail Ceiling Prices on Soap are Set</u>		
No. 35 - <u>Radios and Phonographs</u>		
Information Background and Ad Makers' Handbook on Stove Rationing	OPA	In clearance
Spot announcements for local use on stove rationing,	OPA	Completed
Radio Round-up on Food Questions and Answers on Ration Rules for Community Canning	FDA Hoffman	Completed
Ration Dates	FDA Hoffman	Completed



NUTRITION AND FOOD CONSERVATION CAMPAIGN

Food Conservation Handbook.	James	Finished
Owens-Illinois reacted favorably to a suggestion that they print a kitchen chart on Nutrition and distribute it.	Nichols	Tentative
Same company will survey housewives on food waste. questions reviewed and suggestions made.	Nichols	Tentative
Storybook for young children on the Basic Seven - Circus people may help.	Clark	Approved
Nutrition notes for OWI's rural press, Woman's page, etc. services.	Fairfield	Finished

Subject	Assigned	Status
Piece on implant feeding to be tried on Nation's Business.	Solomon	In preparation
Piece on implant feeding to be tried on Kiwanis Magazine.	Clark	In preparation
Piece on implant feeding to be tried on American Legion Magazine.	Fairfield	In preparation
Nebraska simplifies nutrition education piece for CONSUMERS' GUIDE.	Van Horn	In preparation
Food Conservation, article and quiz, for CONSUMERS' GUIDE.	Fairfield	In preparation
Vitamins for Victory - well balanced picnic meals - sweet potatoes - menus for children.	Hagen	Finished
Federal Food Reporter on peanuts and sweet potatoes.	Hoffman	Finished
Roundup - "Fight hidden hunger with Victory Garden Produce."	Cohan	Finished
<u>Homemakers' Chats:</u>		
Summer Bread Notes	Wharton, OI	Cleared
Q & A -- How Wrap food for Freezing How Keep Sweetpotatoes.	Wharton	Cleared
Q & A -- How cook Summer Apples How cook cucumbers How cook dry beans	Wharton	In clearance
Cereals in Wartime Meals	Wharton	In clearance
<u>Farm Flashes:</u>		
Frozen Foods & Locker Plants	Burns, FDA	In preparation
<u>INS & PA</u>		
Soyas -- Food for Fighters	Burns, FDA	In preparation
<u>Farm and Home Hour:</u>		
Aug. 17 -- "Are Still Wasting Food" Dr. Robert Ollin, WFA, and Kadderly.	Molohon, FDA	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>FARM SUPPLIES AND TRANSPORTATION CAMPAIGN</u>		
Prepared press and radio materials for local use.	Lewis	In clearance
Distribution program on small engines for farm use.	Lewis	In clearance
Fertilizer article for special edition.	Lewis	Completed
Background piece on local activities to meet machinery shortage.	Lewis	In clearance
Release on salvage and re-use of agricultural bags.	Lewis	In clearance
Background information re: farm equipment and transportation facilities campaign.	Lewis	Completed
Poster on use of high-analysis fertilizer.	Lewis	In preparation

VICTORY GARDEN AND HOME FOOD PRESERVATION CAMPAIGN

Radio

<u>Victory Garden Program (Blue) - "Cover Crops"</u>	Hemphill Moore DuMars	In preparation for August 16
<u>Garden Gate (CBS) - "Care of Fall Gardens"</u>	Worcester Magruder	In preparation for August 14

Homemakers' Chats

Garden Questions & Answers

Overby Cleared

INS and PA:

Canning V-Garden Crops

Cohan Cleared

Press

Care and operation of pressure canner	Pundt	Immediate release
Drying corn	Pundt	Immediate release
Garden greens for vitamins	Pundt	Immediate release

OVERALL FOOD CAMPAIGN

August 19 -- "Here is Food: Soybeans" Roy F. Hendrickson, WEA	Rowell, FDA	In preparation
--	-------------	----------------

Subject	Assigned	Status
August 20 -- "Science the Key to Plenty" Dr. Eugene C. Auchter, ARA.	Hambidge, ARA	In preparation

Farm Flashes:

Out-of-Woods Co-op	Rowe, FS	Cleared
--------------------	----------	---------

Tentative Timetable listed separately.

PRODUCTION GOALS CAMPAIGN

Farm Flashes:

Farm Storage of Soybeans	Reynolds, OI	In preparation
Handling Soybeans	"	"
Freezer Lockers	"	"
Protecting Cattle Hides	"	"
How to Skin Cattle	"	"
Sheep Shearlings	"	"
Turkeys for Army	Fox, FSA	"
Little Big Sorghum Maker	"	"
Early Marketing of Cattle	Rowe, FS	In clearance
Quick-to-Build Silos	Reynolds	Cleared
More Eggs for Next Year	Herndon, OI	Cleared
More Feed from Pasture	Reynolds	"
Sweetpotato Containers	Reynolds	"
Summer Check for Spring Grazing	"	"
Plan for Egg Cooler	Hartogensis, REA	"
Cover Crops to Graze	Reynolds	"
Sweetpotato Inspection Plans	"	"
Stock Feed for Winter	Herndon	"
Save all Sweetpotatoes	Reynolds	"
Picking Damp Cotton	Briggs	In preparation

INA and PA:

Ex-Ter Grows Food for Sailors	Fox, FSA	In preparation
S.O.S. for Wartime Food	Herndon	Cleared
Small Farm that was Ready	Fox, FSA	Cleared

Farm and Home Hour:

August 16 - Meat & Poultry Products in Freezer Lockers"	Burch, ARA	In preparation
August 17 - "The Laying House and Egg Production"	Burch, ARA	In preparation

Subject	Assigned	Status
<u>Network Broadcasts other than Farm and Home:</u>		
CBS Country Journal - August 14 "Livestock Feed Situation D. A. Fitzgerald, FDA	Francis Flood	In preparation
RADIO		
Poultry Laying-House Program	Burch, ARA	In clearance
PRESS		
Heat Exhaustion in Turkeys	Burch, ARA	In clearance
Exotic Livestock Diseases Require Vigilance	Burch, ARA	In clearance
Fullorum Disease Reduced a Third	Burch, ARA	In clearance
Hog Cholera Serum Output Breaks Records	Burch, ARA	In clearance
New Varieties of Crop Plants (Clip Sheet)	OIEBPISAE	In clearance
Knowing How to Handle Seed Helps in Cork Oak Program (Clip Sheet)	BPISAE	In clearance
American Tobacco Doesn't Need German Potash Salts (Clip Sheet)	BPISAE	In clearance
Cut Alfalfa Early for More Protein and Hay	BPISAE	In clearance
Photo story on pea harvest for Associated Press.	Beckman	Mailed
Photo stories on harvest in mid-West for International News Photos and Acme Newspictures.	Beckman	Mailed
Pictures and captions on Mower Device to COUNTRY GENTLEMAN.	Beckman	Mailed
Background statement on peanuts.	Mrs. Beckman	In clearance
Background statement on flax.	Mrs. Beckman	In clearance

FARM LABOR CAMPAIGN

RADIO

Farm Flashes:

Farm Hand Warning Sign

Herndon

In clearance

Homemakers Chats:

Women's Land Army

Bailey

In clearance

Subject	Assigned	Status
<u>FEATURES</u>		
Article for September Agricultural Leaders Digest on WLA.	Hancock	In clearance
Steady flow of current examples of successful mobilization being furnished PA, UP, and other radio outfits through Kadderly and to the OWI News and Radio Bureaus for special feature use.	Hancock	
<u>VISUAL</u>		
Slidefilm, training groups of workers	Bennett-Vaughan	In preparation
Set of six pictures "How to Pick Beans"	Bennett	Out
About 15 other sets of pictures planned on how to harvest crops with emphasis on job efficiency.	Bennett	In preparation